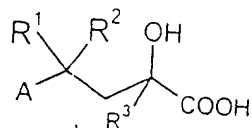


in which R^3 has the meaning that is indicated in general formula I, and R^{12} means a C_1 - C_5 alkyl group,

in the presence of a catalyst, such as, e.g., fluoride salts or basic compounds such as alkali carbonates, or is reacted with an alkyl metal compound, for example a Grignard reagent or a lithium alkyl, to form a compound of formula IV



(IV)

optionally the ester is cleaved again and then is reacted with a compound of general formula V



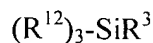
(V)

whereby R^{13} means a hydrogen atom of a C_1 - C_5 acyl group, and Ar has the meaning that is indicated in general formula I, whereby the radical R^{13} is cleaved off or is reacted directly with a compound of general formula



(V)

whereby R^{13} means a hydrogen atom of a C_1 - C_5 acyl group, and Ar has the meaning that is indicated in general formula I, optionally after activation of the acid function by, e.g., conversion into the acid chloride, whereby the radical R^{13} is cleaved off in any sequence and is reacted with a compound of general formula III



(III)

in which R^3 and R^{12} have the above-indicated meanings, in the presence of a catalyst, such as, e.g., fluoride salts or basic compounds such as alkali carbonates, or is reacted with an alkyl metal compound, for example a Grignard reagent or a lithium alkyl.